AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for optimizing display of information content on a client device, the method comprising:

receiving a request from the client device for information content;

receiving at a server the information content in a first data format from an information source;

determining an efficiency with which the client device can process the information content when ~~it~~ the information content is stored in ~~a~~ the first ~~storage~~ data format versus when ~~it~~ the information content is stored in a second ~~storage~~ data format;

determining the transmission capabilities of a wireless communication link used to send the information content to the client device; and

determining a pre-set transformation mode associated with the wireless communication link;

based on the efficiency with which the client device can process the information content in the first and second ~~storage~~ data formats, ~~and based on~~ the transmission capabilities of the wireless communication link, and the pre-set transformation mode associated with the wireless communication link, determining whether to transform the information content at the server from the first data format to the second data format;

~~send~~ sending the information content to the client device in the first ~~storage~~ data format or the second ~~storage~~ data format.

2. (New) The method of claim 1, further comprising:

determining that the wireless communication link has changed and a second wireless communication link is being used to send the information content to the client device; and

using a pre-set transformation mode associated with the second wireless communication link to determining whether to transform the information content at the server from the first data format to the second data format.

McDONNELL BOEHNEN
HULBERT & BERGHOFF LLP
300 SOUTH WACKER DRIVE
CHICAGO, ILLINOIS 60606
TELEPHONE (312) 913-0001

3. (New) The method of claim 1, wherein determining whether to send the information content to the client device in the first data format or the second data format comprises determining whether to send the information content to the client device with no content transformations.

4. (New) The method of claim 1, further comprising:

when the wireless communication link allows for high bandwidth communication, sending the information content to the client device in the first data format as received from the information source; and

when the wireless communication link allows for low bandwidth communication, transforming the information content from the first data format to the second data format and sending the information content to the client device in the second data format.

5. (New) The method of claim 1, further comprising the client device detecting the transmission capabilities of the wireless communication link and switching between receiving the information content in the first data format or the second data format based on the transmission capabilities.

6. (New) The method of claim 1, wherein determining the transmission capabilities of the wireless communication link used to send information content to the client device comprises:

determining if the wireless communication link is an IEEE 802.11 WiFi communication link; and

if so, sending the information content to the client device in the first data format as received from the information source.

7. (New) The method of claim 6, further comprising after performing an authentication of the client device on the IEEE 802.11 WiFi communication link, switching between receiving the information content in the first data format to receiving the information content in the second data format.

8. (New) The method of claim 1, wherein determining whether to transform the information content from the first data format to the second data format further comprises considering criteria specified by a user of the client device.

McDONNELL BOEHNEN
HULBERT & BERGHOFF LLP
300 SOUTH WACKER DRIVE
CHICAGO, ILLINOIS 60606
TELEPHONE (312) 913-0001

9. (New) The method of claim 1, wherein determining the efficiency with which the client device can process the information content when the information content is stored in the first data format versus when the information content is stored in a second data format comprises determining a time required to transform the information content from the first data format to the second data format determining a time required to transform the information content from the first data format to the second data format at the client device

10. (New) The method of claim 1, wherein determining the transmission capabilities of a wireless communication link used to send the information content to the client device comprises determining a time required to transmit the information content via the wireless communication link in the first data format and in the second data format

11. (New) A method for optimizing display of information content on a client device, the method comprising:

receiving a request from the client device for information content;

receiving the information content in a first data format from an information source;

determining the transmission capabilities of a wireless communication link used to send the information content to the client device;

based on the transmission capabilities, determining whether to send the information content to the client device using a proxy server mode or a proxyless mode;

detecting that the transmission capabilities of the wireless communication link have changed; and

switching between sending the information content to the client device using the proxy server mode or the proxyless mode.

12. (New) The method of claim 11, further comprising using a pre-set transformation mode associated with the wireless communication link to send the information content to the client device, wherein the pre-set transformation mode is the proxy server mode or the proxyless mode.

McDONNELL BOEHNEN
HULBERT & BERGHOFF LLP
300 SOUTH WACKER DRIVE
CHICAGO, ILLINOIS 60606
TELEPHONE (312) 913-0001

13. (New) The method of claim 11, wherein determining whether to send the information content to the client device using the proxy server mode or the proxyless mode comprises determining whether to transform the information content from the first data format to a second data format.

14. (New) The method of claim 11, wherein sending the information content to the client device using the proxy server mode comprises transforming the information content from the first data format to the second data format.

15. (New) The method of claim 11, wherein sending the information content to the client device using the proxyless mode comprises requesting and receiving the information content by the client device in the first data format.

16. (New) The method of claim 11, wherein sending the information content to the client device using the proxy server mode and using the proxyless modes comprises:

transforming a portion of the information content from the first data format to a second data format; and

the client device receiving the portion of the information content in the first data format.

17. (New) A method for optimizing display of information content on a client device, the method comprising:

determining an efficiency with which the client device can process information content when the information content is stored in a first data format and when the information content is stored in a second data format;

determining an efficiency with which the server can process the information content when the information content is stored in the first data format and when the information content is stored in the second data format;

determining transmission capabilities of a wireless communication link used to send the information content from the server to the client device; and

based on (i) the efficiency with which the client device can process the information content when stored in the first data format and the second data format, (ii) the efficiency with

McDONNELL BOEHNEN
HULBERT & BERGHOFF LLP
300 SOUTH WACKER DRIVE
CHICAGO, ILLINOIS 60606
TELEPHONE (312) 913-0001

which the server can process the information content when stored in the first data format and the second data format, and (iii) the transmission capabilities of the wireless communication link used to send the information content from the server to the client device, determining whether to send the information content from the server to the client device in the first data format or the second data format.

18. (New) The method of claim 17, wherein determining the efficiency with which the server can process information content when the information content is stored in the first data format and when the information content is stored in the second data format comprises:

determining a time required to transform the information content from the first data format to the second data format at the server, and the method further comprising:

based on the time, the server determining whether to send the information content in the first data format or the second data format.

19. (New) The method of claim 17, further comprising:

determining a time required to transmit the information content via the wireless communication link in the first data format and in the second data format; and

based on the time, the server determining whether to send the information content in the first data format or the second data format.

20. (New) The method of claim 17, wherein determining the efficiency with which the client device can process information content when the information content is stored in the first data format and when the information content is stored in the second data format comprises:

determining a time required to transform the information content from the first data format to the second data format at the client device, and the method further comprising:

based on the time, the server determining whether to send the information content in the first data format or the second data format.

21. (New) The method of claim 17, wherein determining the efficiency with which the client device can process information content when the information content is stored in the first data format and when the information content is stored in the second data format comprises:

McDONNELL BOEHNEN
HULBERT & BERGHOFF LLP
300 SOUTH WACKER DRIVE
CHICAGO, ILLINOIS 60606
TELEPHONE (312) 913-0001

determining a time required to render the information content on the client device in the first data format and in the second data format, and the method further comprising:

based on the time, the server determining whether to send the information content in the first data format or the second data format.

22. (New) A method for optimizing display of information content on a client device, the method comprising:

determining a capability of the client device to display information content using a desktop layout and a handheld layout, wherein both the desktop layout and the handheld layout use a first data format, and wherein using the first data format the desktop layout requires more data content than the handheld layout;

determining transmission capabilities of a wireless communication link used to send the information content to the client device; and

based on (i) the capabilities of the client device to display the information content using the desktop layout and (ii) the transmission capabilities of the wireless communication link used to send the information content to the client device, determining whether to send the information content to the client device with data for supporting the desktop layout and the handheld layout or with less data for supporting only the handheld layout.